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North Wisconsin seed co., Conrath, W.

Conrath Cultured Potatoes

*Burst Open
Snow White
Mealy and
Delicious!*



What "Cultured" Means

Simply "the survival of the fittest." Conrath Cultured Potato Seeds are the result of years of careful, expert sorting. These seeds are planted in scientifically prepared seed beds, rich in plant food, fertile in the extreme. The resulting crop is sorted again, this time for market. Nothing is wrapped or trade-marked that is not plump, round, smooth, with few and shallow eyes—in other words perfectly true to type and name. This requires untiring patience and a trained eye, but the result is well worth it.

A Higher Grade Potato

—as fine grained and as white as snow—compact, sound, free from all signs of core—uniform throughout;—that describes Conrath Cultured Potatoes without one iota of overstatement. They cook up dry and mealy, with a rich appetizing flavor not to be found in any mixed "market" variety ever offered for sale. Their uniformity of size and shape make them especially desirable as a baking potato. The skin is also clear and thin, another sure sign of a fine eating potato. But—to insure that **you** get all of this potato goodness, something else is necessary; wrapping.

Wrapping Holds the Flavor

—and keeps them crisp and fresh till ready for your table. It also excludes sunshine, light and air. Did you ever cook up a supply of apparently fine, high grade potatoes and find them turned just a little bitter? This bitterness is forced into the pulp from the skin by action of air and light and can not be gotten out. Wrapping every Conrath Cultured Potato tightly in brown paper positively prevents this. And you **know**, too, that it is **clean**.

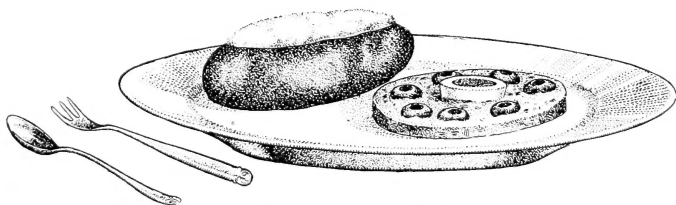
For the More Particular

Such conscientious grading, such careful packing, necessarily takes more help and more time, which makes the bushel price seem slightly higher than ordinarily. We say "seem," because, considering their unbroken run of extra high quality, their utter absence of waste, and the user's freedom from responsibility and guesswork, there is really no increase after all. Fastidious, careful buyers recognize this. Rather than run the chance of getting "just potatoes," they gladly take advantage of a **guaranteed potato** that they can be unqualifiedly certain of.

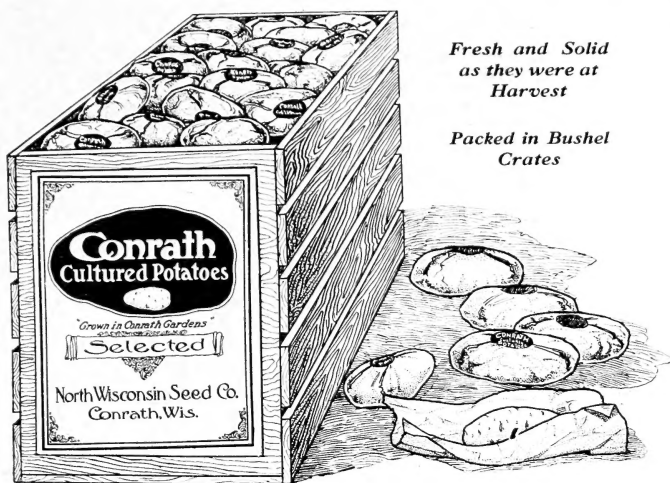
Wisconsin College Tests

The Culinary Department of the Wisconsin College of Agriculture has carried on a series of cooking tests of the different varieties of potatoes. We have selected those varieties that have been recommended for their fine eatable qualities.

The flavor and general quality of a potato depend largely upon the soil conditions under which it is grown. The Conrath Cultured Potatoes are grown in the carefully prepared soil of our Conrath gardens.



Potato Luncheon Dish



*Fresh and Solid
as they were at
Harvest*

*Packed in Bushel
Crates*

Look for the Name

Every crate will bear the design and words "Conrath Cultured Potatoes," shown above; and each potato will be enclosed in a brown wrapper. Without these markings, and **unwrapped**, they are not the genuine Conrath stock. See that they are.

How to Order

Wherever practicable, we have placed Conrath Cultured Potatoes in the hands of regular grocers and department stores. But if not on sale in your city, we will ship direct any supply you wish. In this case, you will find a scale of prices enclosed with this folder. These are subject to change without notice.

So don't wait, but order on present quotations. You are safe in taking a full season's supply.



North Wisconsin Seed Co.
Conrath, Wisconsin

Select Receipts

Special Baked Potatoes

Luncheon Dish

Bake six Conrath Cultured Potatoes in hot oven for 40 Minutes, or until soft. Remove from oven, cut slice from top of each and scoop out inside. Mash, add two tablespoons butter, salt, pepper, and three tablespoons hot milk; then add white of one egg well beaten. Put back into skins, bake eight minutes in very hot oven. Grated cheese and finely chopped parsley may be sprinkled on before putting in oven.

This served with moulded chicken makes a delicious luncheon dish. (See cut second page.)

Potatoes Au Gratin

Mash two cups potatoes adding milk until quite soft; season with salt, pepper and butter to taste. Arrange in layers in a buttered baking dish, sprinkling grated cheese over each layer; cover the top with buttered bread crumbs. Place in hot oven until thoroughly heated and nicely browned on the top.

Potato Balls

To two cups riced potatoes add one tablespoon butter, salt, and a few grains cayenne. Cool slightly, then add one beaten egg and one-half teaspoonful finely chopped parsley. Shape in small balls, roll in flour. Fry in deep fat, and drain.

Scalloped Potatoes

Slice four potatoes very thin; cover bottom of a buttered baking dish. Over this sprinkle salt, pepper, dots of butter and about one-half tablespoon of flour. Then add another layer of sliced potatoes and proceed as before until potatoes are all used. Then sprinkle buttered bread crumbs over the top and add rich milk until to the top layer of the potatoes. Bake one hour, or until the potatoes are tender, adding more milk if necessary. A little onion or grated cheese may be used to add flavor.

CONRATH CULTURED POTATO

"THE POTATO YOU BAKE
IN THE WRAPPER."

Did it ever occur to you that once in a great while a new and decidedly original product of real merit is placed upon the market? Well, we believe that we have one to offer you in the Conrath Cultured Potato. It is an article that has shown its superiority over the common potato during its two years upon the market.

The increasing demand for this potato is the best testimonial that we can offer. It is the potato for the fancy trade. We feel sure that when you once have tried them that you will have no other. All we ask is that you give them a trial.

CONRATH COTTAGE ONION

We offer you in the Conrath Cultured Potato and Conrath Cottage Onion, two vegetables of superior quality and marketed in the only correct way. The consumer is demanding something new and at the same time not extravagant.

That is what we have aimed to offer. Read our other circulars carefully. Then give us your order.

Either a crate of "Cultured Potatoes" or one of "Conrath Cottage Onions," or a mixed crate, one half of each.

Enjoy a REAL MEAL with these on your table.

NORTH WISCONSIN SEED CO.

CONRATH, WISCONSIN

(Price List on inside.)

DIRECTIONS FOR ORDERING

Send all orders direct to our Conrath office, in the enclosed return Envelope. ORDER EARLY, while the weather is still favorable for shipping.

Each crate contains 60 lbs of potatoes or 57 lbs of onions.

FOR YOUR CONVENIENCE we have attached an order slip to this folder.

YOU WILL MAKE NO MISTAKE by filling it AT ONCE.

PRICE LIST

CONRATH CULTURED POTATOES

Price per bushel crate,	- - - - -	\$2.00
Five crates or more, per crate,	- - - - -	1.75

CONRATH COTTAGE ONIONS

Price per bushel crate,	- - - - -	\$2.00
Five crates or more, per crate,	- - - - -	1.50

COMBINATION CRATES

Price per bushel crate,	- - - - -	\$2.00
Five crates or more, per crate,	- - - - -	1.50

These goods are subject to prior sale or change of price without notice.

ORDER SLIP

.....1913

NORTH WISCONSIN SEED CO.,
CONRATH, WISCONSIN

Gentlemen:

Enclosed find \$..... Send me the following order

by.....
(freight or express)

.....crates Conrath Cultured Potatoes.

.....crates Conrath Cottage Onions.

.....Combination Crates $\frac{1}{2}$ onions and $\frac{1}{2}$ potatoes.

Yours very truly,

Name.....

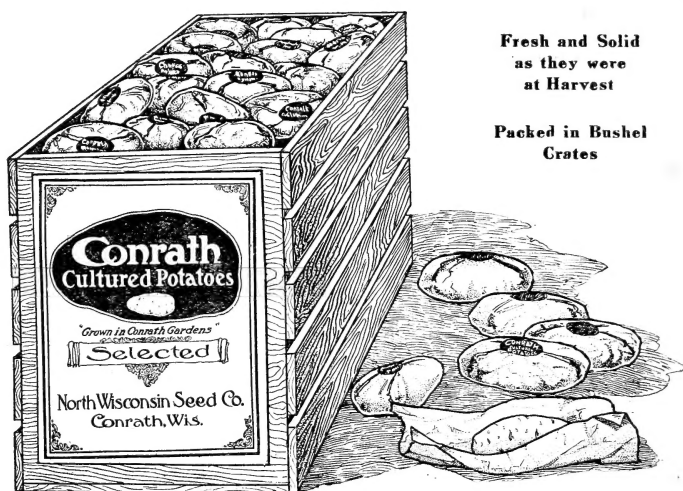
Address.....

While placing this order you may think of someone else who would be interested in our products. Kindly fill in their name and address below.

NAME

ADDRESS

1.....
2.....
3.....
4.....
5.....
6.....



**Fresh and Solid
as they were
at Harvest**

**Packed in Bushel
Crates**

